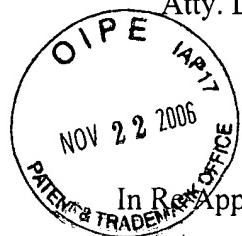




09/852,813

AF/2623
2

09	<u>AMENDMENT TRANSMITTAL</u>	<u>PATENT</u>
Application No.: <u>09/852,813</u>		
Filing Date: <u>May 9, 2001</u>		
First Named Inventor <u>Tamadasa Kitsukawa, et al.</u>		
Examiner's Name: <u>Lambrecht, C.M.</u>		
Art Unit: <u>2623</u>		
Attorney Docket No.: <u>80398P159D</u>		
<p><input checked="" type="checkbox"/> An Amendment After Final Action (37 CFR 1.116) is attached and applicant(s) request expedited action.</p> <p><input checked="" type="checkbox"/> Charge any fee not covered by any check submitted to Deposit Account No. 02-2666.</p> <p><input checked="" type="checkbox"/> Applicant(s) hereby request and authorize the U.S. Patent and Trademark Office to (1) treat any concurrent or future reply that requires a petition for extension of time as incorporating a petition for extension of time for the appropriate length of time and (2) charge all required fees, including extension of time fees and fees under 37 CFR 1.16 and 1.17, for any concurrent or future reply to Deposit Account No. 02-2666.</p> <p><input type="checkbox"/> Applicant(s) claim small entity status (37 CFR 1.27).</p>		
ATTACHMENTS		
<input type="checkbox"/> Preliminary Amendment		
<input type="checkbox"/> Amendment/Response with respect to Office Action		
<input checked="" type="checkbox"/> Amendment/Response After Final Action (37 CFR 1.116) (reminder: consider filing a Notice of Appeal)		
<input type="checkbox"/> Notice of Appeal		
<input type="checkbox"/> RCE (Request for Continued Examination)		
<input type="checkbox"/> Supplemental Declaration		
<input type="checkbox"/> Terminal Disclaimer (reminder: if executed by an attorney, the attorney must be properly of record)		
<input type="checkbox"/> Information Disclosure Statement (IDS)		
<input type="checkbox"/> Copies of IDS citations		
<input type="checkbox"/> Petition for Extension of Time		
<input type="checkbox"/> Fee Transmittal Document (that includes a fee calculation based on the type and number of claims)		
<input type="checkbox"/> Cross-Reference to Related Application(s)		
<input type="checkbox"/> Certified Copy of Priority Document		
<input type="checkbox"/> Other: _____		
<input type="checkbox"/> Other: _____		
<input type="checkbox"/> Check(s)		
<input checked="" type="checkbox"/> Postcard (Return Receipt)		
SUBMITTED BY:		
BLAKELY SOKOLOFF TAYLOR & ZAFMAN LLP		
TYPED OR PRINTED NAME: <u>Sheryl S. Holloway</u>		
SIGNATURE:		
REG. NO.: <u>37,850</u>		
DATE: <u>November 20, 2006</u>		
ADDRESS: <u>12400 Wilshire Boulevard, Seventh Floor</u>		
<u>Los Angeles, California 90025</u>		
TELEPHONE NO.: <u>(408) 720-8300</u>		
<u>CERTIFICATE OF MAILING BY FIRST CLASS MAIL (if applicable)</u>		
I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail with sufficient postage in an envelope addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria Virginia 22313-1450		
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Joan I. Abriam Name of Person Mailing Correspondence <u>11/20/06</u> Date		
Express Mail Label No. (if applicable): <u>«Expressmail»</u>		



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re Application of:

Tadamasa Kitsukawa, et al.

Application No: 08/852,813

Filed: May 9, 2001

For: METHOD AND APPARATUS FOR
PROVIDING ADVERTISING LINKED TO
A SCENE OF A PROGRAM

Examiner: Lambrecht, C.M.

Art Unit: 2623

Confirmation No.: 5615

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on 11/20/06
Date of Deposit

Joan I. Abriam

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Joan I. Abriam11/20/2006
Date

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Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT AND RESPONSE TO OFFICE ACTION

Sir:

In response to the Office Action of September 20, 2006, which was made final,
please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 17 of this paper.